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## If Rumors Were Horses

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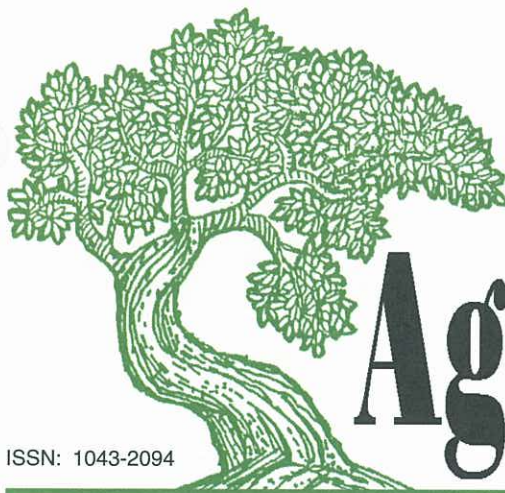
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Against the Grain

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# Against the Grain

"Linking Publishers, Vendors and Librarians"

ISSN: 1043-2094



## Tossin' and Turnin' All Night: Publishers' Dreams and Nightmares

by **Barbara Meyers** (President, Meyers Consulting Services) **Bob Bovenschulte** (Director, Publications Division, American Chemical Society), and **Ann Lowry** (Assist. Director and Journals Manager, U.of Illinois Press)

<mcsone@erols.com> <rbovenschulte@acs.org> <alowry@uiuc.edu>

## Section 1 — Lullaby

by **Barbara Meyers** (President, Meyers Consulting Services)

<mcsone@erols.com>

Over the years I've often felt like Switzerland in the dialog among librarians, publishers, and vendors. So it shouldn't be too much of a surprise for me to have concern for all three groups should just one group's dream come to pass. That group's dream certainly could create a true nightmare for another. For example, what would happen to publishers if the following dream of a few librar-

ians would come true? All information is only available via the Internet and the World Wide Web AND all information is free to the user. I'm sure at least one of my publishing colleagues has had a sleepless night over that one.

What would librarians and their vendors do if this publisher's dream was realized? All information was priced at what it cost to create a high-quality peer-reviewed product PLUS a double-

digit margin AND it was shipped direct to the user no matter if it was a print or electronic version.

And what would ALL of us do if some authors' dreams were fulfilled? All copyright resides with the author (Picture a tombstone: Publishers, with Rest In Peace Copyright Transfer.) AND every author distributes his or her own works direct to the world via the WWW PE-RIOD. (No, Wait, wait one second, more of the

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## If Rumors Were Horses

Let's see. Big news to report! **Linda Crismond** <crismond@aol.com> has been named National Director for Sales and Marketing for a startup **Follett Audiovisual Resources (FAR)**. Linda will remain in Tarpon Springs, Florida, but FAR will be housed in Crystal Lake, IL and plans to have an initial 30 employees who will begin doing business in March, 1999. If you saw the Fiesta Bowl, you'll know that Follett has debuted its consumer Web product, **efollett.com**, on television. Linda will be talking to us all about outsourced services, etc. Congratulations Linda!

Sadness for those of us remaining in South Carolina! **JoAnne Deeken** (Head, Acquisitions Unit, Clemson U.) <djoanne@CLEMSON.EDU> has accepted the position as Head of Acquisitions at **Indiana University** in

Bloomington. Her first day of work will be Feb. 1. JoAnne says that she hates to leave SC, but this job was a "good match for what I want to do when I grow up." Good luck, JoAnne, but please come back to Charleston in November!

Guess what! **Albert Simmonds** is now with **SKP Associates**! Two great people in business together! Sounds like a good merger to me!

Okay. I admit it. I goofed. Have been meaning to tell you all about **Greg Frohnsdorff** <frohnsdorffg@citadel.edu> who is the new head of acquisitions at the Citadel here in Charleston, but I was just always at paper with

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## What To Look For In This Issue:

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1043-2094(199812/199901)10:6;1-W



**Rumors**  
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no pen. Excuse me, Greg, and welcome to your wife Susan (a librarian, too) and 2 year old daughter!

**OCLC** and **WLN** have announced the signing of a letter of intent that could lead, following negotiations, to the merger of **WLN** and **OCLC**. **WLN**, a nonprofit corporation, serves 550 libraries in the Pacific Northwest region of the U.S. and Canada from its office in Lacey, Washington. The parties hope to conclude an agreement and complete the transaction by early 1999. Additional details are available on the **OCLC Website**, <<http://www.oclc.org/oclc/press/981021.htm>>.

**UMI** has notified **OCLC** of its intent to discontinue the supply of journal articles it provides from its **InfoStore** service effective December 18, 1998. **UMI** will no longer be a document supplier option on the **OCLC FirstSearch** service. **FirstSearch** online ordering will still be available through the British Library Document Supply Centre, **Institute for Scientific Information The Genuine Article**, and **The UnCover Company**. For libraries that use **OCLC Interlibrary Loan** service, **UMI** will remain a document supplier on **OCLC ILL** and will continue to supply dissertations, **UMI Books on Demand**, and **UMI Research Collections**.

In a summary judgment order issued October 13, United States District Court Judge **Fern M. Smith** ruled that, under Section 201(c) of the Copyright Act, permission from authors may be required for reproduction of their articles from collective works such as magazines and journals. See *Cases of Note*, this issue, p.52.

After 28 years in Acquisitions, the awesome, energetic, and highly capable **Peter Stevens** <[stevens@u.washington.edu](mailto:stevens@u.washington.edu)> has been reassigned from his position of Head of the Acquisitions Division at the **University of Washington Libraries** and is in training to be a business reference librarian. No doubt Peter will be a great success in his new role, but all of us in acquisitions will miss his astute advice and hard work greatly. Peter will remain on the **ACQNET** Editorial Board and will continue to edit **ACQflashes** and his acquisitions homepage will continue to be maintained.

The **School of Information and Library Science** at **UNC-Chapel Hill** has appointed a new dean—**Dr. Joanne Gard Marshall**. You can read the press release at <http://www.unc.edu/news/newsserv/univ/silsdean.htm>

**Robert Burleson** <[r\\_burleson@acs.org](mailto:r_burleson@acs.org)> sends holiday greetings and news that as of 1/4/99 he is moving on! He's now at this address: Journals, Department, **Oxford University Press**, 2001 Evans Rd., Cary NC 27513. He says it isn't quite Charleston, but it's got a

different lifestyle from NY or Philadelphia, his last two residences. Congratulations, Bob!

And more job changes! **Pamela M. Rose** (Health Sciences Library, University of Buffalo) <[pmrose@acsu.buffalo.edu](mailto:pmrose@acsu.buffalo.edu)> <http://www.acsu.buffalo.edu/~pmrose> has moved from being "Bibliographic Database Coordinator" to "Web Services and Library Promotion Coordinator." Her new job started on 11/30. I remember talking to Pam when she was in library school, and she tells me that she has been pursuing degrees since 1969 on the "one course a semester" plan. Pam got her BA in Anthropology in 1991, MLS in 1995. She is thinking about the Ph.D as a retirement project!

And there's more! **Michael McCulley** <[mcculley@best.com](mailto:mcculley@best.com)> has accepted a position with **America Online (AOL)** as the **AOL NetFind Programming/Product Manager** effective December 14. You can see more about the **NetFind** product at <http://www.aol.com/netfind/> as well as via <http://www.aol.com/>. Michael will train at AOL headquarters in Dulles, VA, and then head back West to work from the San Mateo AOL Studio offices.

New Director of **UC Berkley Library** is **Gerald Lowell**.

Well, as of December 7th, **Mary Fugle** is Institutional Sales & Marketing Director, Worldwide for **Lippincott Williams & Wilkins**. See you in Philly, Mary!

This is from **Dr. Wendy A. Warr** (Wendy Warr & Associates, 6 Berwick Court, Holmes Chapel, Cheshire CW4 7HZ, England. Tel/fax +44 (0)1477 533837) <[wendy@warr.com](mailto:wendy@warr.com)> <http://www.warr.com> and is a look at part of the **Warr Zone** page for November 27 (in *The Alchemist* at <http://ChemWeb.com>). **Bertelsmann A.G.** signed a 1 billion German mark (\$597 million) deal on November 20, to buy an 82 percent stake in **Springer-Verlag GmbH**, Germany's largest publisher of scientific journals and technical books. The acquisition will allow Bertelsmann to make new inroads into the United States market. Part of the appeal of **Springer** was **Springer LINK**, the electronic network, which offers more than 400 technical and medical journals. The professional and scientific publishing market is being consolidated to compete and requires a lot of capital and resources. Springer, a privately owned, independent company, had a profit margin of about 10 percent. The new majority owners expect a future return on sales of 15 percent to 20 percent. The new chairman to head the supervisory board of Springer, **Jürgen Richter**, is the former chairman of **Axel**

**Springer**, a Berlin-based newspaper conglomerate which has no connection with Springer-Verlag.

You all have no doubt heard (announced Nov.6 during the Chas. Conf.) that **Barnes & Noble** has agreed to purchase the **Ingram Book Group**, a privately held subsidiary of **Ingram Industries Inc.**, for \$600 million: \$200 million in cash and \$400 million in stock. The Group includes **Ingram Book Company**, a leading wholesaler of general trade books; **Retail Services, Inc.**; **Ingram Periodicals, Inc.**; **Spring Arbor Distributors, Inc.**; **Publisher Resources, Inc.**; **Ingram International, Inc.**; **Tennessee Book Company**; **Lightning Print, Inc.**; and **Ingram Library Services, Inc.** As a result of this transaction, Ingram will become a major component of the **Barnes & Noble** distribution network, greatly expanding the company's reach through 11 strategically located centers. It is estimated that over 80% of the company's online and retail store customers will be within overnight deliveries of these locations. The **Ingram Book Group** will continue to supply books to current customers including independent bookstores, specialty retailers, and libraries, in the U.S. and abroad. **John R. Ingram**, chairman of **Ingram Book Group**, will continue to serve as chairman of Ingram and will also become a member of the Board of Directors of **Barnes & Noble** and serve as a vice chairman. For more on this, see this issue, p.14.

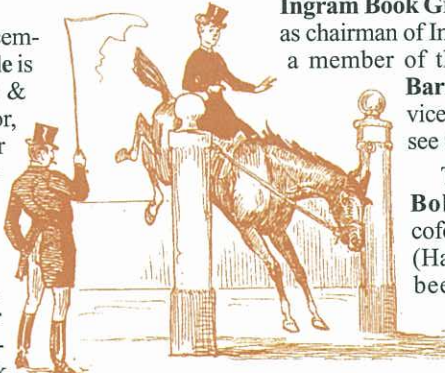
This is from **Net-list** and **Bob Neville** <[neviller@cofc.edu](mailto:neviller@cofc.edu)>. **Otto Harrassowitz** (Harrassowitz) records have been loaded into **OCLC's WorldCat**. You will find this symbol (OHX) attached to many bib

records for German titles. Much like **OCLC's Document Suppliers**, Harrassowitz provides NO lending of titles from their collection. Other vendors are included—**Casalini Libri** (OCLC symbol C3L); **Iberbook International** (OCLC symbol I5B); **Puvill Libros** (OCLC symbol PL#); **Touzot** (OCLC symbol TZT).

District Court Judge **Leonie Brinkerman** ruled on November 24 that the **Loudoun County Library** can no longer continue its policy of running software on its public use computers that block access to Internet pornography.

And, according to the *Plain Dealer* reporter **Jim Nichols** (Dec.10, 1998), the **American Civil Liberties Union** says it will file a barrage of lawsuits in 1999 to ensure that adults can use libraries' Internet-connected computers to look at pornography and other materials that may be deemed offensive. See — <http://www.cleveland.com/news/pdnews/metro/calibe.phtml>.

This is from **Dow Jones** (December 1998).  
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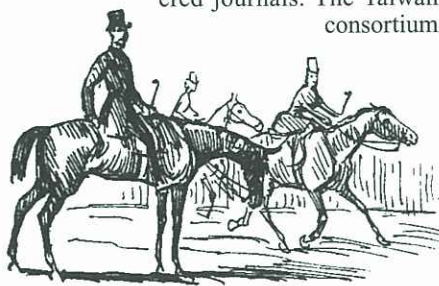


**Rumors**  
from page 8

**Reed Elsevier** pretax profits have fallen significantly. Listed as reasons for their decline—a) travel publishing has been hurt by “weakening economic conditions” and “new competitors on the Internet;” b) the need to make “a costly shift from print to online publishing amid increasing competition from the Internet.” Reed has announced plans to “streamline top management and appoint a single board and sole chief executive.”

**John Wiley & Sons, Inc.**, has just announced (Dec. 1, 1998) that net income for the second quarter of fiscal 1999, ended October 31, 1998, advanced 64% to \$9.5 million or \$0.28 per diluted share, compared with \$5.6 million, of \$0.17 per diluted share in the prior year's second quarter. Results for the quarter were led by professional and trade publishing due to strong frontlist and backlist sales. Results for the first half of the year reflect improvement in all of the company's core publishing areas—college, professional and trade, and scientific, technical, and medical. Revenues continued to be adversely affected somewhat by the economic downturn in the Asian region, as well as the translation effects of the weakened Canadian and Australian currencies. During the quarter, the company acquired the publishing lists of two niche publishers, **Chronimed Publishing** and **Hewin International**. Chronimed publishes in health-related areas including nutrition, diabetes and other chronic illnesses. Hewin publishes technological-commercial reports in agrochemicals, biochemistry, oleochemicals and petrochemicals. In addition, the company announced plans to partner with the **Institute for Scientific Information (ISI)** to establish linkages between the **ISI Web of Science** and **Wiley InterScience**. Visit [www.wiley.com](http://www.wiley.com).

**ScienceServer LLC** has signed a three-year contract with the **National Science Council of Taiwan** for the purchase of ScienceServer software, hereby establishing the foundation upon which to develop a national digital library network. Facilitated by ScienceServer software, more than twenty universities and colleges participating in the nationwide consortium will soon have electronic access to the fulltext of more than 1,000 **Elsevier Science** journals. The digital library will contain more than 400 gigabytes of data, with issues from 1995 to present of the covered journals. The Taiwan consortium



has purchased an unlimited user license. An electronic version of each journal will be stored on **Academica Sinica** host servers. **ScienceServer LLC** is a joint venture of **Orion Scientific Systems, Inc.**, and **Elsevier Science**. **ScienceServer** is an off-the-shelf software solution for libraries and corporations who want to manage their electronic journal collections and to deliver that data to students and researchers through a standard Web browser. For more information, visit [www.scienceserver.com/](http://www.scienceserver.com/) or [www.elsevier.com/](http://www.elsevier.com/) or contact Todd Morris, President at [t.morris@scienceserver.com](mailto:t.morris@scienceserver.com).

According to a new thirteen-year study of Health Science Publishing just released by **Majors Scientific Books, Inc.**, titles classified in Pathology averaged as most expensive of all 135 clinical categories, averaging more than \$123. “This is particularly interesting since the number of units actually published in Pathology has declined,” noted the awesome **Rita Van Assche Bueter**, MLS, Senior Approval Plan/Continuations Librarian. “This information will be critical to librarians involved in collection management as well as Health Science Publishers who need this market research to plan successful editorial strategies.” Common misconceptions noted in the study include the idea that Radiology, with the influx of new imaging modalities, is a growing, prolific area for new titles. The number of units published has actually declined, although it still averages about 95 new products a year. The Psychiatry and Surgery categories surpass this total. The subject with the fewest average titles? Histology, which averaged 6.8 over the past eight years. “Opportunities for new publications may exist in Pediatrics and Cardiology,” according to Carolyn Lewis, Director of Marketing. Although Pediatrics has had a recent increase in the number of titles published, there are still fewer titles published in this discipline than other clinical areas. With an average price of around \$75, and the increased expectations of pediatricians in a managed care market, there could exist a good opportunity for new inexpensive titles in the field, particularly on problems previously treated by specialists. Cardiology titles have increased in units published while declining in price to lower mid range in the clinical categories, pointing to increasing titles released in less expensive formats with shorter page counts. This would correlate with interest and needs of primary care physicians who have been tasked with the management of chronic cardiac patients. Complete copies of the reports are available from **Majors Scientific Books**, Marketing Department, Box 819074, Dallas TX 75381.

Recently heard from **Susan Zappen** (Associate College Librarian, Head of Technical

Services, Lucy Scribner Library, Skidmore College, Saratoga Springs NY 12866-1632) [szappen@scott.skidmore.edu](mailto:szappen@scott.skidmore.edu). Susan is on the Implementation Team for Skidmore's new **Voyager System** plus she is the Associate College Librarian for this year while they are conducting a search for a new College Librarian. So she wasn't at the **Charleston Conference** this year, though she writes: “the theme of this year's conference (More for Less) is near and dear to me. Skidmore has obtained more for less with its consortial activity. Nearly everything we subscribe to electronically is purchased/leased through a consortium. ...” Next year she says we will see her. Good luck with everything, Susan! We missed you!

Read all about electronic books in **Judy Luther's** innovations column, this issue, p. 74. **NuvoMedia** has unveiled a 22-ounce \$499 electronic **Rocket eBook** at **Barnes & Noble**. Books will sell for \$18 to \$25 (plus the cost of the big gizmo that lets you do this, now estimated at \$500), and downloading will take only 2 to 5 minutes. Similar products are being developed by other manufacturers and prices will no doubt come down. Is this the new wave of the future for textbooks?

What should happen to peer review? According to an article in the **Chronicle of Higher Education** (16 October, 1998), the British journal, **BMJ**, is testing a new kind of article review. A paper, “The Metamorphosis of Biomedical Journals,” which has been rejected for publication by *Journal of the American Medical Association*, and *The New England Journal of Medicine* is available on the **BMJ Website** (<http://www.bmj.com>) where readers can decide for themselves if the paper merits publication. **BMJ** will decide later this year whether to publish the article in its print journal.

And talk about archiving. This is from **Edupage** (Oct. 15, 1998)—the **Library of Congress** has created 44 tapes of two terabytes (equivalent in total to about 2,000 copies of the *Encyclopedia Britannica*) the entire contents of the World Wide Web in the months of January and February 1997. Librarian **Robert Zich** says: “Every week 1 percent of all Web pages are removed or changed. But some of them are there just as they were in 1994 when we first started.” The tapes can be seen at <http://www.alex.com>.

**Gerry McKiernan** (Theoretical Librarian and Curator, CyberStacks, Iowa State University, Ames IA 50011) [gerrymck@iastate.edu](mailto:gerrymck@iastate.edu) sends word that pro and con views on e-journals have been outlined at the following Web page: <http://www.public.iastate.edu/~CYBERSTACKS/>

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**Rumors**  
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[CrossRoads.htm](http://CrossRoads.htm).

Looking to increase the understanding of information usage, the **International Coalition of Library Consortia (ICOLC)** has announced its "Guidelines for Statistical Measures of Usage of Web-Based Indexed, Abstracted, and Full Text Resources." This is the second statement issued by the ICOLC to provide an international perspective on preferred practices in the licensing and purchasing of electronic information. This ICOLC document is based on the work of the **JSTOR Web Statistics Task Force** but expands on that work in order to reflect the diversity of resources licensed by the many ICOLC members. Elements covered by the guidelines include queries (searches), menu selections, sessions or logins, turnaways due to simultaneous user limits, and items examined. Other information-specific requirements include user, institutional, and consortium confidentiality; comparative statistics; and secure access to statistical reports via the WWW. This statement is endorsed by consortial representatives of the ICOLC from the United States, Canada, the United Kingdom, and Australia. The complete guidelines can be found at <http://www.library.yale.edu/consortia>.

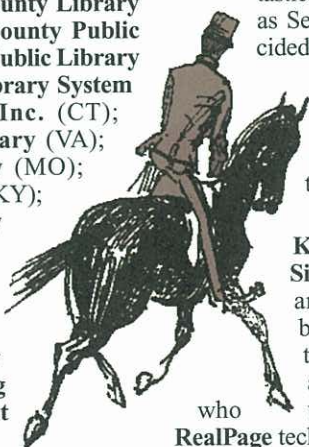
The **Library Corporation (TLC)**, developers of widely used **BiblioFile** software, has been serving the library industry for more than 20 years. Today, TLC focuses on leading the industry in serving the automation needs of diverse libraries worldwide—from the **West Indies Libraries Division** in South America to the **Buffalo Board of Education** in New York, from the **University of Malawi** in Africa to the **US State Department's FSI/Library** in Virginia. New libraries that have recently contracted to use **LibrarySolution** include: **Briggs-Lawrence County Public Library (OH)**; **Mechanicsburg Public Library (PA)**; **Chesterfield County Library System (SC)**; **Pittsylvania County Public Library (VA)**; **City of Page Public Library (AZ)**; **Sandhill Regional Library System (NC)**; **Donohue Group, Inc. (CT)**; **Shenandoah County Library (VA)**; **Douglas County Library (MO)**; **Sullivan College Library (KY)**; **East Bonner County Library District (ID)**; **Thoreau Institute (MA)**; **Fort Myers Beach Public Library (FL)**; **US Army Center of Military History (DC)**; **Grove City College (PA)**; **Williamsburg County Library (SC)**; **Kent School (CT)**.

**EBSCO Online, EBSCO Subscription Services'** World Wide Web-based electronic journals service that provides access consolidation for end users and simplified management features for librarians and administra-

tors is slated for release on January 1, 1999. Numerous large academic and research libraries in the United States, Europe, Australia, and Asia are involved in Beta 2 testing during which they access a large collection of sample content from leading publishers and trial some of the major functions of the service, including fulltext searching, direct fulltext access, subscription management functions and customization/personalization features. For further information, contact **Tommy Mitchell** <tmitchell@ebSCO.com>.

The fantastic **Rollo Turner** <rollo.turner@orangenet.co.uk> has been appointed Secretary of the **Association of Subscription Agents** effective October 1998. Rollo was well known as the Head of Publisher Relations at **Blackwells Information Services**. Prior to this he has had an extensive background in academic and professional publishing having worked for a number of journal publishers including, most recently, heading **Aslib's** publishing operation. Rollo will bring with him the specialist knowledge of the industry and of its recent developments in the areas of electronic distribution which will be important to the Association as its role expands. Asked to comment on his appointment Rollo said: "The rate of change in the journal publishing industry is now so great that the traditional role of agents, publishers and libraries is being called into question. I believe that the key role in the future will concern the distribution of information to organizations—an area at which agents excel. However in order for the industry to exploit the benefits of the new technology all parties in the distribution chain will need to evolve. I see my future role as helping the Agents meet this challenge so that they can shape the industry of tomorrow, while at the same time representing their concerns of today. It is definitely a role which I shall enjoy." He makes it all sound so exciting!

And, guess what? Rollo succeeds the fantastically awesome **John Merriman** as Secretary (above). John has decided to retire from this position but not from the world of journals since he will remain editor of **Serials**. And you know what else? I'll bet John will never retire from the dancing circuit!



who **CatchWord Limited** and **KnowledgeCite**, a subsidiary of **SilverPlatter Information**, have announced their intention to build navigational links between the **KnowledgeCite Library** and the fulltext of publishers use **CatchWord's** innovative **RealPage** technology and global network to host their publications. **KnowledgeCite** will allow users to link from bibliographic citations and abstracts within the **KnowledgeCite Library** to the publisher's fulltext content on **RealPage**. Similarly **RealPage** users will be

able to link from references and citations within publisher source articles to the appropriate **KnowledgeCite** information. If you want more info, contact **Pat Samson** at <pats@silverplatter.com>.

Well, the **Charleston Conference** was great! Thank all of you for coming! We had 565 attendees in 1998 compared to 535 in 1997! It was great to see so many of you returning after a few years, as well as those of you who come back again and again. Not to mention the new attendees. Thank you all. That's what makes Charleston worth it every year! Meeting people, reacquaintancing, talking and sometimes even listening!

**Joyce Ogburn** was at the Conference after many years! And, here is Joyce's email which I have published incorrectly a few times—excuse me, Joyce. [jogburn@odu.edu](mailto:jogburn@odu.edu).

**The Faxon Company**, a member of the **Dawson Information Services Group**, has announced a new Web-based bibliographic tool for use by serials and acquisitions staff. The **Serials Update Service (SUS)** provides timely information about title changes, discontinued journals, order status adjustments, etc. Updated on a daily basis, SUS is provided free to the library community and can be accessed from the information on Titles section at: [www.faxon.com/html/it\\_susmain.html](http://www.faxon.com/html/it_susmain.html).

**Jennifer Habte** (Chadwyck Healey) <jenniferh@chadwyck.com> just wanted to sent word that the site for "**Digital National Security Archive: Fifty Years of U.S. Policy Online**" has gone live. The address is <http://nsarchive.chadwyck.com> <<http://nsarchive.chadwyck.com>>. She wants to know what we think of its functionality.

**Phoenix Public Library** has contracted with **CARL Corporation** to provide its next generation library automation system. **CARL** will install its **Information Management and Delivery System (IMDS)** in the **Phoenix Public Library's** Central Library and 12 branches in early 1999. The **Phoenix Public Library** collection numbers over 600,000 titles and 1,900,000 physical items, serves over 675,000 users and circulates 6.5 million items each year. **Phoenix Public** will be converted from its current **Dynix** and **Innovative Interfaces** systems.

Representatives of the **European Bureau of Library, Information and Documentation Associations (EBLIDA)**, the **European Copyright User Platform (ECUP)**, and the **International Association of Scientific, Technical, and Medical Publishers (STM)**, have held a series of meetings beginning in December 1997, aimed at discussing possible areas of consensus with respect to electronic usage by libraries of print journals. See—<http://www.kaapeli.fi/~ebilda/>.

Writing in **Connecticut Law Tribune** (page 1, November 9, 1998, vol. 24, No. 45),

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## Rumors from page 12

**Thomas Scheffey** <tom.scheffey@counsel.com> says, "The world's largest legal publisher, **West Publishing**, has no intellectual property rights in its pagination system or the edited text of federal opinions, the **U.S. Court of Appeals for the 2nd Circuit** ruled Nov. 3. ...The cases set the stage for an ultimate **U.S. Supreme Court** resolution ..."

Final agreement has been reached by **MCB** and **GreyNet** for the merger and integration of their activities. GreyNet will proceed with its operations in Amsterdam (NL) as a Branch of **MCB University Press** with headquarters in Bradford (UK). The merger was effective as of 30 October 1998. This merger secures the **Fourth International Conference on Grey Literature (GL'99)**, which is scheduled for October 4-5, 1999 in Washington D.C., USA.

The 1999 **NASIG (North American Serials Interest Group) Horizon Award** application deadline is February 16th, 1999. This is for candidates for grants to attend the Fourteenth Annual Conference to be held at **Carnegie Mellon University** in Pittsburgh, PA June 10-13, 1999. Applicants must currently be in a position of a professional nature with primary responsibilities for some aspect of serials, e.g. head of serials, serials acquisitions, serials vendor, serials publisher. For applications or further information contact: **Pat Frade** Co-Chair, NASIG Awards & Recognition Committee and Serials Cataloger, Brigham Young University <Pat\_Frade@byu.edu>.

Someone who should know better calls it 2YK. Read all about it in *Firehose*, this issue, p.81.

Heard from **Don Jaeger** who was celebrating his 21st wedding anniversary in Aruba instead of coming to Charleston! The nerve of him! But **Helen Protasewicz** was here instead and we had a lot of fun without you, Don! So there!

European chemists and libraries have joined North American efforts to expand competition, drive down prices, and enhance timeliness in scientific journal publishing. The **Scholarly Publishing & Academic Resources Coalition (SPARC)** and the **Royal Society of Chemistry (RSC)**, based in the United Kingdom, have agreed to collaborate on a series of new high-quality peer-reviewed electronic journals that will be offered at far below the prices of competing commercially published journals. SPARC also announced it

will be represented in the UK and Ireland by the **Standing Conference of National & University Libraries (SCONUL)**, which includes 129 leading libraries in its membership, and has established an affiliation with **Denmark's Conference of Directors of Research Libraries**, an organization of 12 major libraries. **PhysChemComm**, the first product of the SPARC-RSC partnership, provides rapid communication of articles in physical chemistry. With a 1999 price tag of \$353 (200 Pounds Sterling) for sitewide institutional online access, it competes head-to-head with a commercial title priced at over \$8000. The RSC title is an all-electronic journal providing double refereeing, an esteemed international team of editors, searchable fulltext, multi-media presentation features, and Web availability. "SPARC was created to support development of lower price, high-quality alternatives to established high price journals," said SPARC chair **Ken Frazier**, director of the **University of Wisconsin Libraries**. "High journal prices are a serious threat

to the entire global system of scientific communication," according to **Mike Hannant**, the RSC's electronic journals publisher. "The RSC sees itself reclaiming the moral high ground of the society by creating moderately priced e-journals such as **PhysChemComm** in key areas with SPARC. Our relationship with the research community and our technical capabilities allow us to offer top-quality products that challenge the growing influence of commercial publishers, who are siphoning money out of the field." SCONUL's alliance with SPARC, the first expansion of the program beyond North America, was immediately followed by an affiliation with the Danish research library directors' organization. "Since scientific journals are truly an international form of publishing, it is important that SPARC rally support in markets around the globe," said SPARC enterprise director **Rick Johnson**. "SCONUL and the Conference of Directors of Research Libraries give us an on-the-ground presence in Eu-

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## Rumors Focus: Barnes & Noble Acquisition of Ingram

by **Judy Luther** (Informed Strategies) <jluther@earthlink.net>

**I**ngrams ([www.ingrambook.com](http://www.ingrambook.com)) is a major distributor for bookstores and has a growing presence in the library market. With the acquisition of **Ingrams** by **Barnes & Noble**, a superstore chain of booksellers is buying a major industry distributor which includes **Lightning Print Inc.**, ([www.lightningprint.com](http://www.lightningprint.com)) a books on demand operation. This acquisition is part of the consolidation taking place in the industry. Ingram has been a strong distributor with a good inventory system and many warehouses around the country that enable them to offer short delivery times and low freight costs.

In essence, **Barnes & Noble** has bought the distributor for their major competitor, **Amazon.com** which may force the Internet bookseller to further invest in their own distribution system. Amazon is basically a bookseller that eliminated the bricks and mortar when they traded the cost of a storefront for a Web presence. Amazon stock went up 100 points in the two weeks after the announcement was made, so the market doesn't appear concerned about the impact on Amazon. However, this was during a period when all Internet stocks went up.

### Library Book Vendors Perspective

It is anticipated that the impact on the library market will be nominal as **Ingram** will probably continue to develop their library business. **Barry Fast**, Vice President of **Academic Book Center**, noted that the library market is \$1 bil-


lion and Amazon expects their 1/2 billion business to grow to \$20 billion in a couple of years.

**Jim Ulsamer**, President of **Baker & Taylor**, stated that "This combination between **Barnes & Noble** and **Ingram** is causing booksellers to review their options for sourcing books." Independent bookstores have been challenged by the growth of superstores and further hurt by discounting from companies like **Crown** and warehouse clubs that offer bestsellers.

### Booksellers Perspective

Bookstores tend to order their initial stock direct from certain publishers and then use distributors to restock. Both **Ingram** and **Baker & Taylor** supplied **Amazon.com**.

According to **Maureen Adamson**, publishing consultant, "**Barnes and Noble** is buying a lot of distribution infrastructure that will enable them to move forward more quickly into the new dynamics of the physical and virtual book business." **Pubnet** ([www.pubnet.org](http://www.pubnet.org)) was created originally by the **Association of American Publishers (AAP)** in 1987 to provide college bookstores with an inexpensive method of ordering books electronically. Since then the service has expanded to general bookstores, library jobbers and is now available to all partners in the book trade.

Maureen's perspective echoed Jim Ulsamer's of Baker and Taylor: "It shakes up the market enough to make everyone take a fresh look at the full range of their options for book ordering." 



## The Blind Men

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crossfire. Potential authors offer more books and articles, less well prepared, and on more specific topics than ever before. So, here we are in University Press Land, confronted with fat manuscripts on arcane topics by anxious authors.

Where, in this process, does economics enter in? The author and the department want a prestigious publisher's imprint on the books. Marketability is of relatively minor concern to them. If we publishers can't sell books to your institutions, where are we going to sell them? (Please don't say, "To the scholars themselves.") To paraphrase Virginia Woolf, I would assert that on or about December 30, 1985, the last literature scholar bought the last hardback book that he or she would ever purchase with personal funds. Since then scholars have been assuring us: "I'll ask my library to buy it.")

In the past quarter-century, university presses have seen sales of their humanities monographs drop from around 2,000 copies to around 300 copies, and the figure is sinking still. ILL has worked so far, from the perspectives of the author, the librarian, and the scholarly researcher. However, from the publisher's standpoint, I can say that we are about at the end of the line. None of you will be able to afford our books or journals if we must spread all of our fixed costs over a few dozen copies, rather than a few hundred.

The bottom line on this particular dream: If a scholar has conducted outstanding research and written a landmark study that is of use to only a handful of others, that study can now be made available electronically to its minute, but eager, audience. Let us all rejoice in this. Let university administrators, at whatever level, relieve presses from felling trees and filling warehouses with these works. Let librarians devote their resources (of staff time, facility space, and money) to scholarship of equally great good for a somewhat greater number. And let a new understanding develop about the role of a publisher's immaturity in tenure and promotion decisions.

## Rumors

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rope. We are gratified to have the involvement of the these two fine organizations and believe they will be a critical link in our efforts to mobilize support for new alternatives." The agreement with the **Royal Society of Chemistry** is SPARC's first such arrangement with a UK-based publisher. Earlier this year, SPARC announced a similar partnership with the **American Chemical Society**. Additional partnerships are under development and will be announced soon. Created as an

initiative of the **Association of Research Libraries**, which represents major academic and research libraries in the USA and Canada, SPARC membership has grown more than 50% since June 1998 to 114 member libraries and library consortia. The **Association of College & Research Libraries** and the **Canadian Association of Research Libraries** are SPARC affiliates. More information on the organizations and products described above may be found at the following URLs on the World Wide Web: **Association of Research Libraries**: <http://www.arl.org>; **Conference of Directors of Research Librar-**

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*Last, but not least, Dream #8: Illinois (and other publishers) will publish all of their new books and journal issues on schedule, minimizing the need for follow-up correspondence with bookstores, wholesalers, authors, subscription agencies, and libraries.*

While I suspect that my just-described dream about administrators rethinking the link between publication and promotion is "the impossible dream," perhaps this dream about scheduling is even more in the realm of fantasy.

Just last month I received a call from the new editor of a journal that Illinois publishes. This editor wanted to let me know that his first issue was ready to be printed and mailed before the outgoing editor's last issue, and he became quite indignant when I told him that we couldn't do that on the periodicals permit. (Why did I know this? Unfortunately, I knew it because this editor wasn't the first to ever call me with such an idea.)

This brings me back for one last time to

the fable of the Blind Men and the Elephant. The new journal editor didn't realize that the U.S. Postal Service has regulations about serials mailing, and that in this case, the regulations are in the best interests of both the publisher and the customers. If your library receives volume 75, number 1, without having already received volume 74, number 4, what do you do? You lodge a claim for 74:4. This wastes your time, the publisher's time, and the subscription agency's time.

When I explained these ramifications to the eager new editor, I'm not sure that he went away happy, but at least he went away. And who knows? Perhaps he had actually glimpsed the outline of some contour of The Publishing Elephant other than the one already within his own grasp.

May we all succeed in doing likewise, as often as possible. 

NB: These papers were presented at the **1998 Charleston Conference**. November 5, 1998.—KS

"Attempting to monitor many discussion groups can result in a maximum of email with a minimum of useful information."

— John Rutledge (UNC-CH), ATG, Dec98/Jan 99, p. 62.



**Costs, Archiving...Publishing**  
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We are very confident in our ability to preserve the master copy of our electronic journal indefinitely. The robust format of the electronic master copy allows it to be updated and managed and translated into any new standard so as to ensure the permanence of the electronic archive. We now believe that this will be able to be done within the operating budget of the journal. The key is that all updates can be done by automatic computer scripts and programs which do not require human intervention beyond the development and checking of the scripts themselves, which is not a large job.

Second, we have a way to maintain the technological currency of our journal. As browser technology advances (or at least changes) all issues of the screen version of the entire journal, from the time it first went electronic, can be updated by automatic scripts and programs so as to incorporate the new capabilities. At the very least, such updates will allow the material to remain accessible, even if all the new browser capabilities cannot be incorporated. This keeps the journal (including the links, the videos, the live math, the computer readable tables and all the other electronic-only features) alive and useful as technology changes.

Third, the philosophy of maintaining an underlying electronic database and deriving the screen version from it can be transformed into a process of deriving the screen version on the fly. There are two reasons to do this; to make pages customized to the user, and to make pages customized to a specific browser. If the reader happens to be in Japan, the pages can be a Japanese translation, a feature already offered by *Nature*. Also the pages can be customized for the browser being used to take advantage of the


full suite of capabilities. In the ideal world, the browsers would not differ in major ways. Alas, in their attempt to capture and retain market share, **Netscape** and **Microsoft** are adding more and more incompatible features. To take advantage of these special features, electronic publishers have to customize their pages to the individual browsers. Even in the world of academic publishing, the days where we can simply serve up static pages is coming to a close.

In summary, our experience has given us an insight into the advantages of re-engineering the publishing process. First, we have found it possible to produce both the paper and electronic versions of our journal at a total cost equal to or slightly below our total

costs five years ago. But, holding the line on price is less important than achieving the robust archival capability and the flexibility to incorporate new features and tailor the form of the output which now become possible.

Along the lines of my previous article ("It is Time to Become Discriminating Consumers," *ATG*, November, 1997 (v.9#5), pp.86-87), it seems to me that, as users and "keepers of knowledge," the library community should be insisting on the same standards of quality in the electronic journals as you do for paper products. Would you actually pay for a paper journal whose printing was so bad

that it was a struggle to read and whose paper was sure to crumble within five years? Why should you settle for less than the highest quality in presentation and features? And how can you think of accepting anything less than archival quality formats in the electronic products you license?

Under ideal conditions all of this should be possible at the same price you paid for paper five years ago. But I have been discussing the costs, not the subscription price. There is a difference, of course. Publishers set the actual subscription prices based upon a number of factors besides the actual costs. In our case, for instance, where half our journal income is based upon collecting page charges from the author, we have chosen to raise subscription prices in order to reduce page charges somewhat. But the underlying point remains. Subscribers to electronic journals should investigate the archival quality of the electronic material they are licensing, and they need not accept at face value that adding an electronic edition must necessarily cost more. 

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ies: [http://www.dlh.dk/dpb/fc/fc\\_eng.html](http://www.dlh.dk/dpb/fc/fc_eng.html);  
**Royal Society of Chemistry:** <http://www.rsc.org>; **PhysChemComm:** <http://www.rsc.org/physcc>; **SCONUL:** <http://www.sconul.ac.uk>; **SPARC:** <http://www.arl.org/sparc>.

Well, **Mark Sexton** told us several years ago in *ATG* (1996) about **The Libri Foundation**. For the fourth year, **Academic Book Center** will support the Libri Foundation with a holiday contribution. The Libri Foundation, based in Eugene, Oregon, was established in 1989 to help rural libraries acquire quality children's books they could not otherwise afford to buy. Since October 1990, the Foundation has donated over \$670,000 worth of new children's books to 695 libraries in 45 states. This year something new has been added to Academic Book Center's gift-giving: At the suggestion of its employees, in addition to the usual donation, Academic will match contributions made by any of the company's nearly 100 employees. And in a letter sent over the holidays to Academic customers, **Dan Halloran** (President) is inviting others to join the company in making a holiday contribution to the Foundation. Individuals or libraries wishing to join **Academic Book Center** and its employees can send their tax deductible donations in a check made out to the Libri Foundation to: Academic Book Center Attn: The Libri Foundation Fund, 5600 NE Hassalo St., Portland, OR 97213. Further information about the foundation and its grant recipients can be obtained at its Website, <http://www.teleport.com/~librifdn/index.html>, or send email to [librifdn@teleport.com](mailto:librifdn@teleport.com).

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## Rumors

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The new US copyright legislation in PDF format is at <http://lcweb.loc.gov/copyright/legislation/s505.pdf>.

This is from **Edupage**, October 22, 1998, and **USA Today**, 21 October. The Hyatt hotel chain plans to put inkjet printers in 5,200 rooms in 90 hotels by the end of this year. The machines were tested this summer at a hotel in the Chicago area, and Hyatt says that 33% of the guests used them. Hmmm...

**Alisa Whitt** <[whitta@cofc.edu](mailto:whitta@cofc.edu)> sends news of ERIC's new document subscription service. The **U.S. Department of Education's Educational Resources Information Center (ERIC)** provides a variety of services and products on a broad range of education-related issues, including the ERIC database, the world's largest source of education information. The database contains more than 950,000 abstracts of documents and journal articles on education research and practice. In the November 1998 issue of **ERICNews**, the center announced its new electronic document subscription service, **E\*Subscribe**, which will begin in January 1999. Features of the new service will include unlimited access to the ERIC database and electronic document images; search manager capabilities (save, reactivate, and modify frequently searched topics); electronic delivery in Adobe Acrobat (PDF) format; and ordering capability for documents not available electronically.

When the service opens in January 1999, subscribers will initially have access to one full year of ERIC documents; access will expand to include document images from 1996 to the present. To register as an **E\*Subscribe** beta tester, visit the EDRS Web site at <https://orders.edrs.com/members/survey.cfm>. For more information on **E\*Subscribe**, call EDRS at 800-443-3742.

**Mark Johnson** <[johnson@dawson.co.uk](mailto:johnson@dawson.co.uk)> sends word that **Dawson Book Division** is the first bookseller to be awarded the status of "Official Supplier of British Library MARC Records". Dawson Books supplies these records in US and UK MARC simultaneously with the fully service book, complete with spine label, as part of its **FASTRACQ Shelf Ready Book Service**.

More. **Dawson Information Services Group (ISG)** has announced an extensive upgrade of the company's Book Database, **BIBSCAN**. This major enhancement of the database took over four months to complete, and it now contains over 4.9 million title records. The **BIBSCAN** database is the resource from which the Dawson Shelf Ready Book Service, **Fastracq** (above) draws its catalog records. Says the astute **Diane Kerr**,

Dawson Book Director, "These latest improvements to **BIBSCAN** represent the emergence of a high-powered information tool which will bring even more content to our clients' desktops."

A very interesting article ("School Students Use Web Intelligently for Research") from the **Chronicle of Higher Education** by **Kelly McCollum**. The article's about **John Lubans** at **Duke** and how he surveyed students in middle schools and high schools who were taking college-level courses to discover how they were using the Internet. Results of Mr. Lubans's surveys can be found on his home page (<http://www.lib.duke.edu/staff/orgnzt/lubans/john.html>). The article is also accessible at <http://chronicle.com>, Section: Information Technology, page: A25.

**Karen Schmidt** (U. of Illinois Champaign Urbana) brought down a full house at the **Charleston Conference** pre-conferences when she shared data she recently collected from 4,300 librarians about their library marketing preferences. Karen plans to compile her survey results in a monograph which should be out in March. If you would like further information, contact either **Karen** <[karens@ucici.edu](mailto:karens@ucici.edu)> or **Becky Lenzini** at <[rlenzini@carl.org](mailto:rlenzini@carl.org)>.

Here's news of another survey. The joint committee of the **Association of American Publishers (AAP)** and the **Association of Libraries Collection and Technical Services (ALCTS)**, a division of the **American Library Association**, will conduct their first major library marketing survey since 1987. This is an update survey to the landmark surveys released in 1975 and 1987 and is unique in that it canvasses the "triangle" of librarians, publishers and vendors. Each segment is asked to provide its perspective on the current marketing practices to libraries. The results of the three different perspectives will be compared and contrasted to enable publishers and vendors to more effectively meet the needs of librarians.

It will also provide a historical perspective when compared against the previous two surveys. Once tabulated, ALA will publish the survey results along with a comparative study of the current and past two surveys (1975 and 1987) in book form. "This will be an essential guide for the marketing departments of publishers and vendors who want to know more about marketing to libraries, and for librarians who want to know more about the marketing practices of vendors and publishers," said **Pat Schroeder**, AAP President and CEO. In June 1999, the survey results will be released at the **ALA Conference** in New Orleans. Experts will speak at an all-day program scheduled for Sunday, June 27 at the **New Orleans Convention Center**.

**Happy New Year** to everyone. Can you believe it's 1999!!!

## What the Scientist Really Wants

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we were promised from the **Stanford** laboratories nice screens, good typefaces and browsing mechanisms. They have never materialised. Printing (out) remains.

There is no doubt that fear that their work will not be kept for posterity is a real deterrent to scientists contributing to electronic-only journals. Librarians rightly worry a great deal about archiving. There are no technical problems about archiving journals which take advantage of additional functionality. Links (which used to be cut off) will remain available once the **DOI** becomes standard. The problem is cost—the cost of storage and the cost of technology migration and refreshing—to use the nice technical terms. The problem gets worse not better as more is attempted.

It is my view that the revolutionary arguments of **Ginsparg**, **Harnad**, **Odlyzko**, and most recently **Stern**<sup>5</sup> do not start by seeking out what scientists outside their own communities actually want, but I do think that their challenges to evolutionary scenarios are important. It is true that there are no satisfactory models for a transition to electronic. I think that we can be sure that scientists will want articles to be available more quickly and in electronic form, that they will want paper too, that they will want peer-review. I suspect also that they will not want to pay to communicate, but I am watching the pay-up-front fee journals with interest. The trouble is that countries outside the USA have no tradition of or funding for page charges. I like the idea of submitting into a database and treating the article as the unit—thus dispensing with journals as such. Alas—scientists are very keen on journals as journals. There is absolutely no attack on the structure of the scientific paper. It is a successful paradigm, which seems still to work—from the scientist's own viewpoint.

## Endnotes

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<sup>2</sup> Hunter, Karen. "Electronic Journal Publishing." *D-Lib Magazine*, 1998, July/August. [www.dlib.org/](http://www.dlib.org/)

<sup>3</sup> Boyce, Peter. "The Ideal Electronic Journal." *NISI E-Pub Workshop* 1997, May 19. [www.aas.org/lpboyce/epubs/](http://www.aas.org/lpboyce/epubs/)

<sup>4</sup> Resh, Vincent H. "Science and Communication: An Author/Editor/User's Perspective on the Transition from Paper to Electronic Publishing." *Issues in Science and Technology Librarianship*, 1998 Summer. [www.library.ucsb.edu/jstl/98-summer/article3.html](http://www.library.ucsb.edu/jstl/98-summer/article3.html)

<sup>5</sup> Stern, David. "Pricing Models: Past, Present, and Future?" *NASIG 13th Annual Conference*, 1998. [pantheon.yale.edu/~dstern/nasig.html](http://pantheon.yale.edu/~dstern/nasig.html)